

### Amendments to the Claims

Please replace the claims as filed with the claims set forth below. This listing of claims will replace all prior versions, and listings, of claims in the application:

1.-29. (Canceled)

30. (Currently Amended) A method for providing transmission of a selected media program to a plurality of wireless handsets deployed in a wireless network having at least one cell site coverage area associated therewith, the method comprising:

- receiving a first request to receive a selected media program from a first wireless handset in a first cell site coverage area, the request corresponding to a selection from a list of available media programs presented to a subscriber on a display of the wireless handset;
- establishing a wireless channel upon which to broadcast the selected media program in the cell site coverage area;
- broadcasting the selected media program to the first wireless handset over the wireless channel as a one-way phone call having no return audio-path; path, wherein, if it is determined that the first wireless handset can receive only a portion of the media program, broadcasting the selected media program comprises transmitting only the portion of the media program that the first wireless handset can receive;
- establishing a return data-command path over the wireless channel adapted to receive a media selection or a phone call from the first wireless handset;
- receiving a second request to receive the selected media program from a second wireless handset;
- determining whether the second wireless handset is located within the first cell site coverage area; and
- transmitting the selected media program to the second wireless handset, based on a determination of whether the second wireless handset is located within the first cell site coverage area.

1           31.     (Previously Presented) The method as recited in claim 30, wherein the selected  
2     media program comprises a selection from a group consisting of: a cable program, a television  
3     program, a satellite program, and a radio program.

1           32.     (Previously Presented) The method as recited in claim 30, wherein the selected  
2     media program comprises a pre-recorded media program.

1           33.     (Previously Presented) The method as recited in claim 30, wherein the selected  
2     media program comprises a real-time transmission.

1           34.     (Previously Presented) The method as recited in claim 30, wherein the selected  
2     media program comprises a selection from a group consisting of: audio program, video program,  
3     and data transmission.

1           35.-39. (Canceled)

1           40.     (Currently Amended) A system for providing transmission of a selected media  
2     program to a plurality of wireless handsets deployed in a wireless network having at least one  
3     cell site coverage area associated therewith, the system comprising:

4           a source provider configured to receive a transmission of a media program from at least  
5           one media program provider, the source provider being further operative to broadcast  
6           the selected media program to a first wireless handset in a first cell site coverage area,  
7           via a wireless channel; and

8           a wireless network configured to broadcast the selected media program from the source  
9           provider to the first wireless handset;

10          wherein the source provider is further configured to:

11                 in response to a request for a requested media program, the request corresponding  
12                 to a selection from a list of available media programs presented to a subscriber  
13                 on a display of the handset, establish a wireless channel upon which to  
14                 broadcast the requested media program in the cell site coverage area;  
15                 broadcast the requested media program to the wireless handset over the wireless  
16                 channel as a one-way phone call having no return audio-path; path, wherein, if

17        it is determined that the first wireless handset can receive only a portion of the  
18        media program, broadcasting the selected media program comprises  
19        transmitting only the portion of the media program that the first wireless  
20        handset can receive;

21        establish a return data-command path over the wireless channel adapted to receive  
22        a media selection or a phone call from the wireless handset;  
23        receive a second request to receive the selected media program from a second  
24        wireless handset;  
25        determine whether the second wireless handset is located within the first cell site  
26        coverage area; and  
27        transmit the selected media program to the second wireless handset based on a  
28        determination of whether the second wireless handset is located within the  
29        first cell site coverage area.

1        41.-43. (Canceled)

1        44.     (Previously Presented) The system as recited in claim 40, wherein the source  
2        provider is the wireless network.

1        45.     (Previously Presented) The system as recited in claim 40, wherein the requested  
2        media program comprises a pre-recorded media program.

1        46.     (Previously Presented) The system as recited in claim 40, wherein the requested  
2        media program comprises a real-time transmission.

1        47.     (Previously Presented) The system as recited in claim 40, wherein the requested  
2        media program comprises a selection from a group consisting of: a cable program, a television  
3        program, a satellite program, and a radio program.

1        48.     (Previously Presented) The system as recited in claim 40, wherein the requested  
2        media program comprises a selection from a group consisting of: audio program, video program,  
3        and data transmission.

1           49.     (Previously Presented) The system as recited in claim 40, wherein a wireless  
2 network communication scheme comprises a selection from a group consisting of: TDMA,  
3 FDMA, and CDMA.

1           50.     (Previously Presented) The method as recited in claim 30, wherein:  
2 determining whether the second handset is located within the first cell site coverage area  
3 comprises determining that the second wireless handset is not located within the first  
4 cell site coverage area; and  
5 transmitting the selected media program to the second wireless handset comprises  
6 transmitting the selected media program using an available wireless channel in a  
7 second cell site coverage area in which the second wireless handset is located.

1           51.     (Previously Presented) The method as recited in claim 30, wherein:  
2 determining whether the second handset is located within the first cell site coverage area  
3 comprises determining that the second wireless handset is located within the first cell  
4 site coverage area; and  
5 transmitting the selected media program to the second wireless handset comprises  
6 transmitting the selected media program using second wireless channel upon which to  
7 transmit the selected media program.